

Case Study:

Luxury brands focus on quality of customer data, as globetrotting buyers expect to be known wherever they go

Overview

Luxury brands are challenged to continually satisfy their highly demanding clientele, who are connected, mobile and travel extensively around the world. Providing a seamless omni-channel and global in-store experience posed a stiff challenge to one multi-brand company that manages more than 15 luxury brands. The company met the challenge with a solution from Precisely, which helps ensure that customer information is complete, consistent, accurate and easy to manage.

Business challenge

As part of a worldwide program that included a CRM solution, a point-of-sale (POS) alignment, and an in-store clienteling application, the company set out to align customer information for each of its brands globally and across channels, giving them a single customer view. To do so, the company first had to improve the quality of its customer information.

"This was a specific requirement from our brands," notes the company's worldwide CRM manager. "We needed to ensure the cleansing of our data and the digitization of our customer information, brand by brand."

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– Worldwide CRM Manager,
Leading Luxury Goods Retailer

Client profile

- World leader in luxury goods
- Known for its innovation in brand development and business approach
- Distributes brands in more than 120 countries



Solution

Having requested proposals from several major data quality providers, the company was impressed with the breadth and stability of the Precisely solution. "The main differentiating factor was clearly the way Precisely can manage the end-to-end process of customer information management, from data quality to data governance worldwide," the CRM manager says.

The company leveraged several components of the modular Spectrum platform. Spectrum Data Quality Connectors align the data in its Salesforce customer relationship management (CRM) and its enterprise resource planning (ERP) applications. The Spectrum software validates and cleanses data in real time at the point of entry, or as part of a routine batch data improvement process.

Another feature that proved critical was the ability to seamlessly verify and correct address data from many countries, which differ widely in addressing format and language. Spectrum Advanced Global Address Management supports data sources that may include not only addresses, but also emails and phone numbers, which deliver more accurate and complete information for marketing campaigns.

Benefits

Ensuring accurate customer information will provide a foundation for the company's growing omni-channel strategy. "The omni-channel strategy is a necessity," the CRM manager says, "mainly as the digital revenue increases year-by-year not only in the industry, but also for our brands. We need to ensure that if a customer is recognized in retail, he should also be recognized by transactions and history in the online channel." Data quality management can be complicated, because the company keeps the data for each of its brands completely separate. But by creating a multi-brand solution, enhancements and best practices initiated by one brand can be shared with all the others.

"In one case, the CRM team responded to a request for more customer qualification attributes by developing approximately 20 more fields, capturing everything from the customer's favorite color choices to what drinks he preferred," says the CRM manager. "Because of that single request, all the other brands inherited the enhancement."

The company also cited Precisely professional services and support as a factor in the project's success. For example, Precisely conducted a workshop for the brands, helping them to better understand the rules definition process, which is a critical component of any data quality management program. "I think we need to emphasize the hard work Precisely has done for us," the CRM manager says. "I was amazed to see their experts stay with us to support us for so many times, during so many months. We see the passion that the Precisely resources have shown."

Technology used

Spectrum Master Data Management and Data Governance:

- Spectrum Data Stewardship
- Spectrum Data Quality
- Spectrum Global Addressing
- Spectrum Context Graph
- Spectrum OnDemand

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